

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A system for controlling and managing presentation to viewers of television, cable, satellite, Internet, broadcast or other programming content, the system comprising:
 - a. a receiver adapted to receive from a service provider a signal corresponding to a program and program control data associated with at least a first portion of the program, the program control data comprising control instructions to alter the program according to a ratings attribute ~~(1) content data, (2) control data, or (3) both;~~
 - b. a viewer interface adapted to receive information related to program presentation preferences of a viewer; and
 - c. a processor adapted (1) to modify the content of at least the first portion of the program based on the program control data and program presentation preferences and (2) to output the modified first portion for presentation on a display device with the remainder of the program.
2. (Currently Amended) The system of claim 1 wherein the processor is further adapted to modify the first portion by blocking an audio, video or text component of the program as specified by the received program control data.
3. (Currently Amended) The system of claim 1 wherein the processor is further adapted to delete the first portion as specified by the received program control data.
4. (Currently Amended) The system of claim 1 wherein the processor is further adapted to substitute alternate programming for at least the first portion as specified by the received program control data.

5. (Original) The system of claim 4 wherein the signal carries the alternate programming via a channel comprising programming having audio, video or both audio and video components.
6. (Currently Amended) The system of claim 1 wherein the program control data is formulated by user voting ~~viewer interface comprises an applet adapted to run on a consumer electronic device coupled to or incorporating the processor, wherein the applet causes the display device to show the viewer interface by which the user inputs presentation preferences.~~
7. (Currently Amended) The system of claim 1 wherein the program control data is tabulated from viewer feedback ~~viewer interface comprises a wireless remote control device that communicates with the processor and a memory associated with the processor.~~
8. (Currently Amended) The system of claim 7 wherein the processor is adapted to replace the first portion with alternate programming as specified by the received program control data.
9. (Original) The system of claim 8 further comprising an external device, adapted to communicate with the processor, the external device selected from the group consisting of a memory, a DVR, a VCR, an Internet browser, a tuner for tuning within the signal to a second channel having an alternative audio or video component.
10. (Currently Amended) The system of claim 1 further comprising a transmission facility for formatting the programming, wherein the transmission facility comprises: a program server for providing programming content and a data server for providing ~~1) content, 2) the program control data or 3) both content and control data~~ associated with multiple discrete portions of the programming content, the program control data comprising the control instructions that alter the programming content according to the ratings attribute.

11. (Currently Amended) A method for controlling and managing presentation of programs and portions thereof, comprising:
 - a. receiving a program from a service provider;
 - b. receiving from the service provider program control data associated with the program, the program control data comprising control instructions to alter the programming content according to a ratings attribute ~~wherein the data comprises (1) content data, (2) control data, or (3) both content and control data~~;
 - c. receiving information related to the program presentation preferences of a program viewer;
 - d. modifying ~~the content~~ of at least a portion of the program based on the program control data according to the ratings attribute ~~1) the data associated with the program and 2) the program presentation preferences of the program viewer~~; and
 - e. displaying the modified content.
12. (Currently Amended) The method of claim 11 wherein modifying the content comprises blocking the portion of the program as specified by the received program control data.
13. (Currently Amended) The method of claim 12 wherein modifying the content comprises blocking either an audio or video component of the portion of the program as specified by the received program control data.
14. (Currently Amended) The method of claim 11 further comprising replacing (1) the at least a portion of the program and (2) a second portion of the program with alternate programming as specified by the received program control data.
15. (Currently Amended) The method of claim 14 wherein the alternate programming comprises an alternate audio or video track contained on a separate channel as specified by the received program control data.

16. (Original) The method of claim 11 further comprising displaying indicia to viewers to indicate (a) whether the portion of the programming will be modified or (b) each portion of the programming that has been modified.
17. (Currently Amended) The method of claim 11 wherein, before modifying the content, the method determines how often portions of the program will be modified, and if a number of modifications exceeds a ~~whether the portion to be modified exceeds a selected~~ threshold percentage of the program, then i) the program is entirely blocked and ii) a user is permitted to change the ratings attribute.
18. (Currently Amended) A method of formulating programming and data describing the programming for delivery to viewers over a communications network, the method comprising:
- a. receiving a program and program control data from a service provider;
 - b. associating with each of multiple, discrete segments of the program a data record comprising (1) content data, and (2) the program control data, the program control data comprising control instructions to alter the program according to a ratings attribute ~~or (3) both content and control data;~~ and
 - c. delivering the program and the data record either (1) to a transmission facility for forwarding to viewers over the communications network or (2) directly to a consumer electric device associated with a display for showing programming to the viewer.
19. (Original) The method of claim 18 wherein the content data comprises information related to (1) a rating category, (2) a content attribute, or (3) both a rating category and content attribute.

20. (Currently Amended) The method of claim 19 further comprising tabulating viewer feedback to formulate the program control data ~~wherein the content data further comprises information related to a predefined level of the content attribute.~~
21. (Currently Amended) The method of claim 18 wherein the program control data comprises information indicating whether the content data applies to an audio, video, or text component of each segment of the portions of the program.
22. (Currently Amended) The method of claim 18 wherein the program control data causes a discrete segment of the program to be modified according to the ratings attribute associated with the discrete segment ~~comprises control signals by which at least one component of one segment may be modified based on the content data.~~
23. (Currently Amended) The method of claim 22 wherein the program control data specifies at least one of the following actions ~~signals are selected from the group consisting of~~ (1) block video, (2) block audio, (3) block video and audio, (4) block only an area of the video, (5) substitute local audio, (6) substitute local video, (7) substitute alternative audio stream, (8) substitute from alternative video channel, (9) substitute alternative video and audio channel, (10) delete, and (11) substitute alternative programming from external device.
24. (Currently Amended) A method for providing dynamic user control over programming delivered via a cable, broadcast, telecommunications, packet-switched or other network to a user's home that is equipped with a consumer electronics device for at least displaying the programming content, the method comprising:
- a) providing the consumer electronic device with program control data synchronized to the programming, wherein the program control data ~~at least~~ comprises control instructions to alter the programming according to a ratings attribute ~~varying content data;~~

- b) inputting the user's control settings that describe ~~a~~ the type of programming the user desires to modify; and
 - c) modifying the programming according to the user's control settings and displaying the modified programming to the user;
 - d) determining whether to display a particular program by comparing the ratings attribute to the user's control settings and a threshold; and
 - e) determining how often portions of the programming will be modified, and if a number of modifications exceeds a threshold percentage of a program, then i) the program is entirely blocked and ii) a user is permitted to change the ratings attribute.
25. (Currently Amended) The method of claim 24 in which the modifying step is performed by using a DVR device dynamically to store and edit the programming as specified by the ratings attribute and the program control data in order to seamlessly display the modified programming to the user.
26. (Original) The method of claim 24 in which the content data is delivered to the user's consumer electronic device via the signal that carries Electronic Program Guide data.
27. (Currently Amended) The method of claim 24 further comprising formulating the program control data by user voting ~~the step of determining whether to display a particular program by comparing all content data associated with the particular program to the user's control settings and a preset threshold.~~
28. (Currently Amended) The method of claim 27 further comprising tabulating viewer feedback to formulate the program control data ~~in which the comparing step further comprises the step of determining the amount of the particular program to be blocked and comparing that amount to a preset threshold.~~